

ESTTA Tracking number: **ESTTA771181**

Filing date: **09/16/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	Acuity, A Mutual Insurance Company
Application Serial Number:	86751839
Application Filing Date:	09/09/2015
Mark:	SIMPLY ACUITY
Date of Publication	07/26/2016

60 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, SFM Mutual Insurance Company, 3500 American Blvd Suite 700, Bloomington, MN 55431, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark for cause shown. Potential opposer believes that good cause is established for this request by:

- The potential opposer is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 09/24/2016. SFM Mutual Insurance Company respectfully requests that the time period within which to file an opposition be extended until 11/23/2016.

Respectfully submitted,

/james t nikolai/

09/16/2016

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